

ORDER



KSNV

Orders

Order / Rev: 101884

Alt Order #: 06815345

Product Desc: OCEGUERA 4 CONGRESS

Estimate: 1184

Flight Dates: 09/25/12 - 10/01/12

Original Date / Rev: 05/21/12 / 09/05/12

Order Type: GENERAL

Primary AE: Amy McCreary

Sales Office: BLPHI

Sales Region: National

Agency

Name: GMMB, Inc./ Washington D.C.

Buying Contact:

Billing Contact:

Washington Harbor

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Oceguera for Congress - Revised

Demographic: A35+

Product Codes: PLC02

Priority: SELECT PRIORITY CODE

Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation: 00:05:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	30	\$8,005.00	\$6,804.25
10/01/12	10/01/12	6	\$1,710.00	\$1,453.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	30	\$8,005.00	\$6,804.25	0.00
October 2012	6	\$1,710.00	\$1,453.50	0.00
Totals	36	\$9,715.00	\$8,257.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	20%	\$9,715.00
Market	100%	\$48,575.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$12,629.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$10,200.75
KTUD	1%	\$485.75
KVVU	22%	\$10,686.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$4,857.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeUp w/Wagners	M	5-6a	MTWTF--	:30	2	\$135.00	3	0.00	NM	2	\$270.00

WAKE UP WITH THE WAGNERS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS		5-6a	MTWTF--	:30	2	\$135.003		0.00	NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$135.00		0.00			
E 2	KSNV	09/25/12	10/01/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS		6-7a	MTWTF--	:30	3	\$275.003		0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					3	\$275.00		0.00			
E 3	KSNV	09/25/12	10/01/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$300.003		0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					4	\$300.00		0.00			
E 4	KSNV	09/29/12	09/29/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$225.003		0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					1	\$225.00		0.00			
E 5	KSNV	09/30/12	09/30/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$175.003		0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$175.00		0.00			
E 7	KSNV	09/25/12	10/01/12	M-F Today Show II 3rd HBM M-F Today Show II		9-10a	MTWTF--	:30	2	\$150.003		0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$150.00		0.00			
E 8	KSNV	09/25/12	10/01/12	M-F Today Show III 4th BM Today 4th Hour		10am-11am	MTWTF--	:30	2	\$100.003		0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$100.00		0.00			
E 9	KSNV	09/25/12	10/01/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	2	\$100.003		0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$100.00		0.00			
E 10	KSNV	09/30/12	09/30/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$175.003		0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$175.00		0.00			
E 11	KSNV	09/25/12	10/01/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$175.003		0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					3	\$175.00		0.00			
E 12	KSNV	09/25/12	10/01/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	2	\$250.003		0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$250.00		0.00			
E 13	KSNV	09/25/12	10/01/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	2	\$250.003		0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$250.00		0.00			
E 14	KSNV	09/25/12	10/01/12		CM	5-630p	MTWTF--	:30	4	\$375.003		0.00	NM	4	\$1,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Early News M-F Early News EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/25/12 10/01/12 MTWTF-- 4 \$375.00 0.00															
E 15	KSNV	09/25/12	10/01/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	1	\$350.003		0.00	NM	1	\$350.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/25/12 10/01/12 MTWTF-- 1 \$350.00 0.00															
E 19	KSNV	09/25/12	09/25/12	Tues PR 10-11p Tuesday Prime 10-11pm	CM	10-11pm	-T-----	:30	1	\$900.004		0.00	NM	1	\$900.00
PARENTHOOD <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -T----- 1 \$900.00 0.00															
E 20	KSNV	09/28/12	09/28/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$750.004		0.00	NM	1	\$750.00
GRIMM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ----F-- 1 \$750.00 0.00															
E 21	KSNV	09/25/12	10/01/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$375.003		0.00	NM	2	\$750.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/25/12 10/01/12 MTWTF-- 2 \$375.00 0.00															
E 22	KSNV	09/25/12	10/01/12	The Tonight Show Tonight Show TONIGHT SHOW W/ JAY LENO	CM	1135p-1237a	MTWTF--	:30	2	\$185.003		0.00	NM	2	\$370.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/25/12 10/01/12 MTWTF-- 2 \$185.00 0.00															
													Totals	36	\$9,715.00